Applying and incorporating user driven innovation when designing concepts

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ABSTRACT

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This paper addresses the difficulties seen when working within the user driven innovation [UDI] paradigm. We examine some of the circumstances that often make it difficult to work with user insights in concept design. UDI has become a recognized design approach, but has not yet accommodated a design practice explicitly considering the type of user insights this approach implies. For that reason UDI has yet to prove itself and its potential effect; a study of Danish initiative *"program for user driven innovation"* has shown little effect in this regard. However it has shown that radical new insights have been produced but at the same time to abstract when integrated in the design process. We will discuss and propose a framework for working with user insights in concept design, based on existing concept frameworks but actively addressing and incorporating user insights as a new type of input.

This paper is based on practical experience working with theoretical concept frameworks, which have induced new perspectives in a reframing. We will account for the concept design process and why a reframing is called for when working with user research, leading to a proposal for new dimensions to the concept framework.

SHORT DESCRIPTION

Why a reframing of concept design frameworks are necessary to accommodate the trend of incorporating user research in new concept design, and a proposal for a reframing approach.

AUTHORS

Claus Thorp Hansen is Associate Professor of Design Methodology at the Department of Mechanical Engineering of the Technical University of Denmark. His research interests are conceptualization, machine system theory and experiments with students. Claus Thorp Hansen is secretary of the Design Society event NordDesign, a series of biannual conferences on engineering design and product development. Claus has previous published various articles concerning conceptualization amongst other the article, which this paper will include and elaborate on in the proposed framework.

Louise Brønnum is a PhD student at Alborg University working on a thesis with the title "*Staging Innovative Processes across Knowledge Practices at the Front End of Innovation*". Her research interest is understanding of concepts in the design proces. Louise has a M.Sc. in design & innovation from the technical university of Denmark. Before starting the PhD project, which runs in the period February 2012 – December 2014 she worked as a concept developer and consultant helping companies applying and transforming user insights into new concepts; product and service.